



NOAA, Society, and the Economy: Connecting Social Science with NOAA's Priorities

A Presentation to the
NOAA Science Advisory Board

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November 18, 2014



Outline



- Purpose
- Recap
- Needs Assessment
- Social Science Tiger Team
- Early Accomplishments
- In the Spotlight
- Remaining Challenges
- Looking Ahead



Purpose

An informational briefing to:

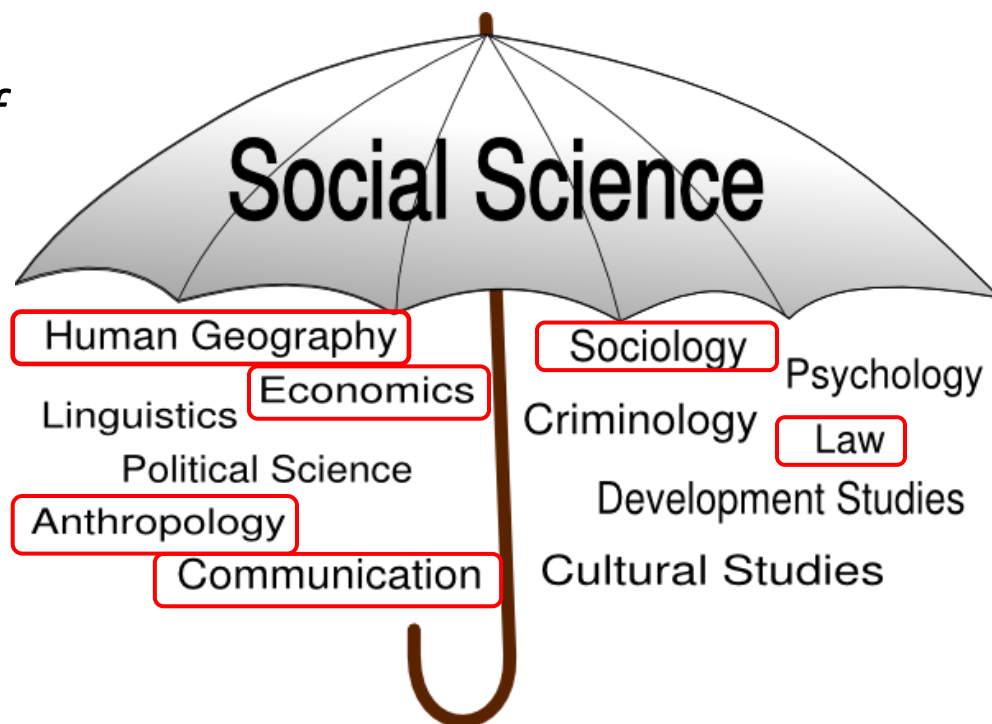
- Update the SAB on work to implement short-term, highest priority social science actions
- Discuss challenges and next steps



What is Social Science?

*“Social science is the process of describing, explaining and predicting **human behavior** and institutional structures **in interaction with their environments...**”.*

NOAA Science Advisory Board, 2009.





How can Social Science help NOAA's Mission?



1. Managing, mitigating and communicating risk – ***integrated risk assessment, risk communication and behavior***
2. Valuing NOAA's products and services and valuing what is at risk - ***economic statistics and valuation studies***
3. Enhancing and valuing stewardship (resources, protection) –***valuing ecosystem services***
4. Linking earth systems to human wellbeing (housing, job security, clean water access) - ***social indicators***
5. Measuring long-term successes and societal impacts - ***performance metrics***



We've come a long way

2003 NOAA SAB Social
Science Review Panel Report



2009 Social Sciences
Working Group Report



2013 Social Science
Needs Assessment



2014 Social Science Tiger
Team Recommendations



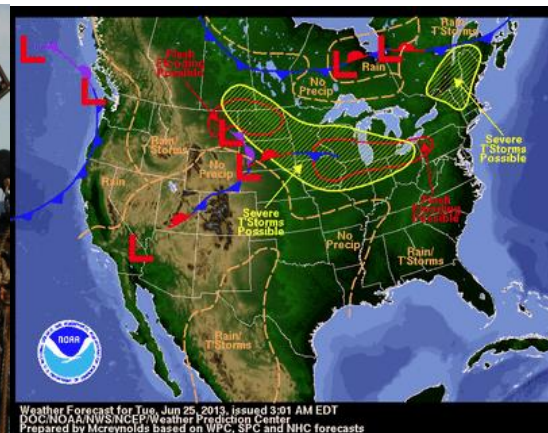


Results of Social Science Needs Assessment (2013)



NOAA committed to this assessment in our response to the 2009 SAB report on Social Sciences, *“Integrating Social Science into NOAA Planning, Evaluation, and Decision Making: A Review of Implementation to Date and Recommendations for Improving Effectiveness”*.

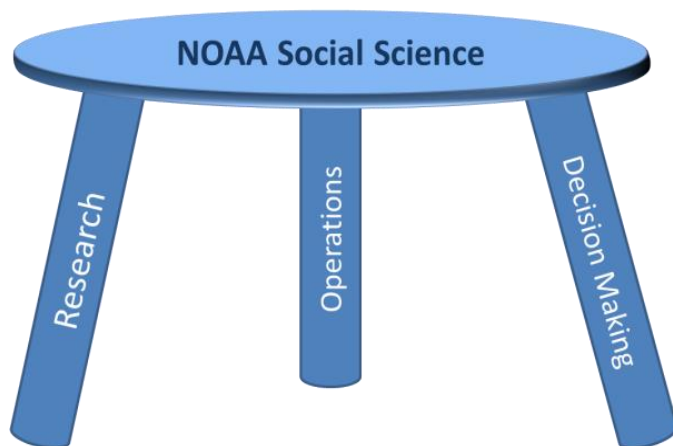
*“...understanding
of the interaction
between human
activities and the
Earth system...”*





Needs Assessment - Critical Gaps

- Research Gaps: Need for more social science research
- Operational Gaps: The application of social science research and principles
- Decision-making Gaps: Data and information that impedes effective decisions



These gaps ...are categorized under the three legs of the social science stool - research, operations, and decision-making. We use these functional categories to emphasize that social science gaps encompass a broad perspective that cuts across all levels of the agency's mission.

Research → Application → Impact



Needs Assessment Recommendations

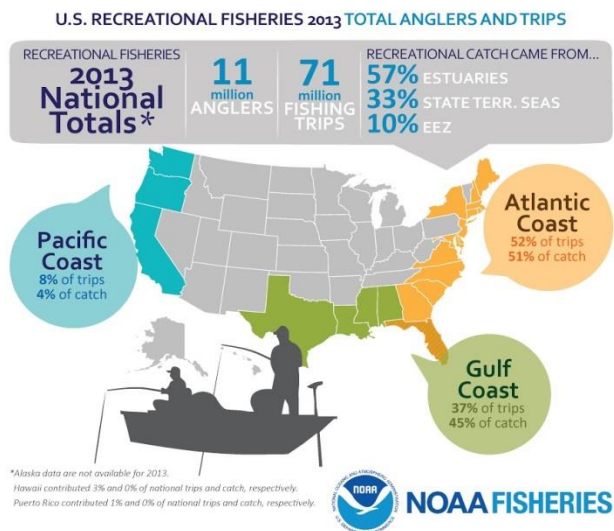
- *Establish a NOAA Social Science Committee that will strategically advance, coordinate, and guide NOAA's social science research, operations, and decision making.*
- *The Committee will develop a concrete plan that will:*
 - *Fill critical gaps*
 - *Continue to provide periodic needs assessments*

Many of NOAA's social science needs are not research oriented, but involve the regular application of social science to decision-making at NOAA...



Social Science Tiger Team (2014)

- In April 2014, Dr. Sullivan established a Social Science Tiger Team to recommend ways to fill, with existing capacity, the most critical short-term social science capacity gaps.
- Team was directed to focus on biggest risks to NOAA.



Dr. Vankita Brown, NWS
Risk Communication Specialist



Early Accomplishments

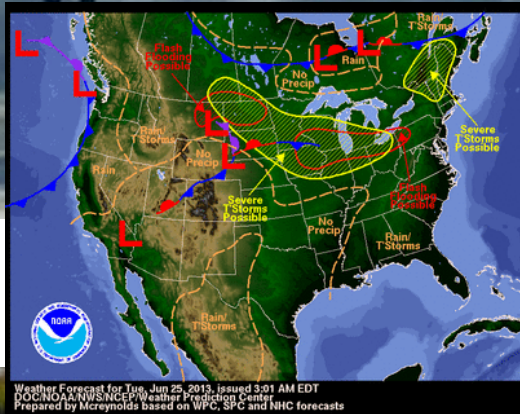
Social Science leads and teams have already addressed a number of critical gaps, including:

- ✓ Approved Terms of Reference for NOAA Social Science Committee and established Committee,
- ✓ Hired valuation economist to represent climate, weather, and observation portfolio,
- ✓ Identified staff economists to value ocean and coastal portfolio,
- ✓ Hired recreational fisheries economist in the Southeast Region, and
- ✓ Prioritized conducting recreational fisheries economic surveys in Gulf of Mexico.



Measuring and communicating NOAA's Benefit to society

In the spotlight: Valuing NOAA Products and Services



An end to Overfishing



NOAA removes 57 tons of marine debris from Northwestern Hawaiian Islands

VALUE OF A WEATHER-READY NATION

The Economic Value of Resilient Coastal Communities

Valuing Coastal and Ocean Ecosystems



NOAA issues its Winter Outlook



Socioeconomic Aspects of Disasters and Hazards

In the spotlight: Risk Communication and Behavior



**Turn Around
Don't Drown**



Hurricane Floyd 10 Year Anniversary

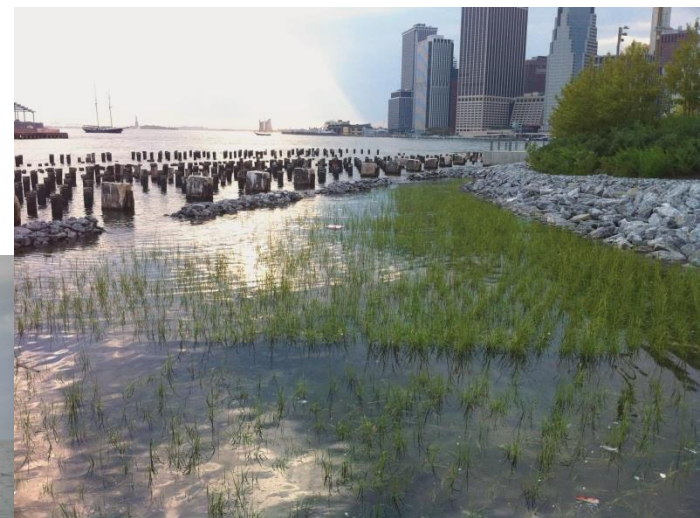
More than half of the 56 deaths from hurricane Floyd in 1999 occurred when vehicles were either driven into high water or swept away by rapidly rising water





Marine and coastal ecosystem management

In the spotlight: Valuing Ecosystem Services



NOAA Habitat—
Beyond the Blueprint



NATIONAL ESTUARINE RESEARCH RESERVE SYSTEM



CHALLENGES REMAIN

- **Institutionalizing social science**
- **Increasing capacity**





Looking Ahead: A Vision for Social Science at NOAA





Thank you!



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